



Nebraska WIC Program

WIC VENDORS' UPDATE

GROCERY STORE EDITION

March 2014

WIC Check Transaction Process

The number of rejected WIC checks with missing signatures has increased. Some important points to remember:

- ⇒ The signature must be obtained at the point of purchase **after** the cashier has completed the date and purchase amount.
- ⇒ The signature **cannot** be obtained at the beginning of the transaction. This is a program violation and would result in a sanction being levied by the State WIC office.

ACTION NEEDED

Please review with your staff the following steps for a WIC transaction.

1. Ask for the WIC **check** from the WIC customer.
2. Verify the **date**. *Is the check valid for use today?*
3. Scan the food items one-by-one, starting at the top of the list of foods and working your way down. Make sure each item is **approved & authorized** on the check.
4. Write the **total** amount purchased on the WIC check. *Reminder...for the fruit & vegetable check the purchase amount is for the amount of the produce **UP TO** the dollar amount of the check.*
5. Write **today's** date.
6. Get the shopper's **signature**.

WIC staff is also working with the WIC shoppers to remind them to make sure they sign each WIC check after the date and purchase amount have been written on the check by the cashier.

By working together on this problem we can save you and the WIC Program time and money.

If you have any questions or would like cashier training please contact your local agency WIC vendor manager or the State WIC staff at 402-471-2781.

This update contains:

WIC Check Transaction Process	1
Special Formula Pricing Information	2
Frequently Asked Questions	2
Formula Change	3

Reasonable Amounts Payable for Special Formulas

Prices for special formulas allowed through the Nebraska WIC program are posted on our WIC website at the following link.

<http://dhhs.ne.gov/publichealth/Pages/WICVendorResources.aspx>

The prices are subject to periodic updates.

If you have any question please contact us to discuss.

Frequently Asked Questions:

Q. Can a WIC shopper use a coupon with their WIC purchase?

A. Yes, the WIC shopper may use a coupon with their WIC purchase. The coupon or discount is applied to the WIC transaction, the WIC shopper does not receive change back.

- WIC authorized retailers may not treat WIC customers differently from non-WIC customers by excluding them from in-store promotions, coupons, or other retailer discounts in WIC transactions.
- Similarly, WIC authorized retailers may not treat WIC customers differently by offering them incentive items, retailer discounts, coupons, or other promotions that are not offered to non-WIC customers.

Regulations require WIC authorized retailers to offer the WIC shopper the same courtesies that are offered to other shoppers.

If you have any questions or would like to discuss please contact your local agency WIC vendor manager or the State WIC office at 402-471-2781.

Q. Can a retailer use the WIC Logo and Acronym?

A. If you wish to use the WIC Acronym or WIC Logo please contact us to discuss. The WIC logo and acronym **can only be used** with the State WIC office approval.

Q. Is it okay to use our own shelf talkers or labels?

A. No. The Nebraska WIC Program provides shelf labels to the retailers to identify WIC authorized foods. Only these should be used. If you have a suggestion for shelf talkers or labels please contact us as we are open to new ideas and improvements for signage.

Formula Change

We were notified by **Mead Johnson Nutrition** that they will be changing label graphics on some formulas. Below are labels for the changes that affect the Nebraska WIC Program. These changes should be coming to you in the next few weeks.



- PREMIUM will be removed from Enfamil PREMIUM Infant
- Graphics change to the label for Enfamil Infant
- No change in UPC, can size, or price



- Graphics change to the label for Enfamil ProSobee
- No change in UPC, can size, or price

If you have any questions please contact us to discuss.

WIC Website Address: dhhs.ne.gov/wic

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